



# Investing in Dublin's Future

The Dublin Tourism Industry and  
Dublin CVB Bed Tax Proposal

Dublin City Council

**Dublin**  
OHIO  
Irish is an Attitude.



# Universal Support





# Dublin CVB Credibility

Marilee Chinnici-Zuercher  
Chairperson  
Dublin City Council, Finance Committee  
5200 Emerald Parkway  
Dublin, Ohio 43017

November 9, 2015

Dear Marilee,

On behalf of the entire Dublin Travel and Tourism Industry and Dublin's 15 hotels, we are in support of the Dublin Convention & Visitors Bureau's request for a 10 percent increase annually in bed tax revenue allocation totaling 35 percent that invests in the future of Dublin and provides an undeniable return on investment of 13:1.

Dublin's hotel community works closely with the Bureau and sees daily the results they produce and the respect they have as one of the top Convention and Visitors Bureaus in the United States. Our industry has long been an advocate of the Bridge Street District, Bridge Park and the 270/33 Interchange investments – this vision from City leadership will help cement the transformation and future success of the City. In order to ensure this success, the City must continue to grow and attract the more than 2.6 million annual visitors to Dublin.

As you know, the Bureau receives 25 percent of the City's allocated bed tax revenue, the minimum that is required by the Ohio Revised Code. The average percentage allocation of bed

tax dollars to all Ohio CVBs is 82 percent and for Dublin's competitive set it is 88 percent. The Bureau staff has a proven track record of achieving results and recently received international Accreditation – demonstrating a measure of excellence assuring that the City's trust is well placed.

Thank you for your ongoing support of the Dublin Travel and Tourism Industry and your consideration in helping grow the tens of millions of dollars visitors spend every year in the City of Dublin.

Sincerely,



Becky Miller  
GM, Embassy Suites



Nicole Brinker  
GM, Courtyard by Marriott

# Dublin CVB Credibility

## Annual Sales & Marketing Plan

- Objectives and Goals
- Strategic Focus
- Audiences
- Measures for all tactics

## Strong Financial Position

- Marketing vs. Administrative Metric
- The Dublin CVB = 80% Marketing, 20% Administrative  
(Industry Average = 60% Marketing, 40% Administrative)
- DCVB Marketing Reserves in Place
- Ohio Auditor of State – Clean Audit 2014

## Strategic Vision

- 2015-18 Strategic Plan

# Dublin CVB Credibility

## International Accreditation

- Only 12% of CVBs Worldwide
- 93 Standards
- Universal Standards  
(Same standards as Las Vegas CVB, Orlando CVB, Paris CVB, etc.)
- Accredited since 2007

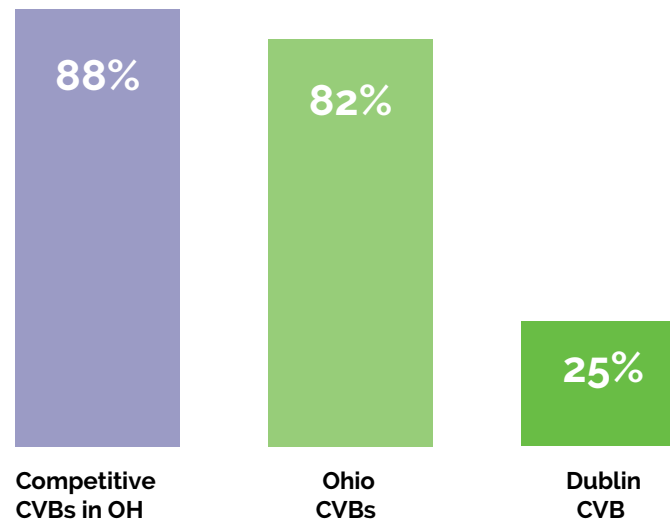


# Dublin CVB Credibility

## Results, Results, Results

	2011	2012	2013	2014	% Increase vs. 2011
Dublin CVB Bed Tax Revenue Budget	\$533,000	\$600,000	\$640,000	\$654,000	<b>23% Increase</b>
Hotel Room Revenue	\$40,398,834	\$43,698,020	\$45,632,972	\$47,506,896	<b>18% Increase</b>
Room Nights	18,876	21,013	21,911	22,750	<b>22% Increase</b>
Sales Leads	78	127	147	144	<b>85% Increase</b>
Website Visitors	46,904	58,630	74,813	95,280	<b>103% Increase</b>
Facebook Fans	573	1,074	4,638	9,763	<b>1,603% Increase</b>
Earned Media Impressions	2,225,654	2,200,950	2,677,376	3,020,167	<b>36% Increase</b>
Internationally Accredited	✓	✓	✓	✓	✓

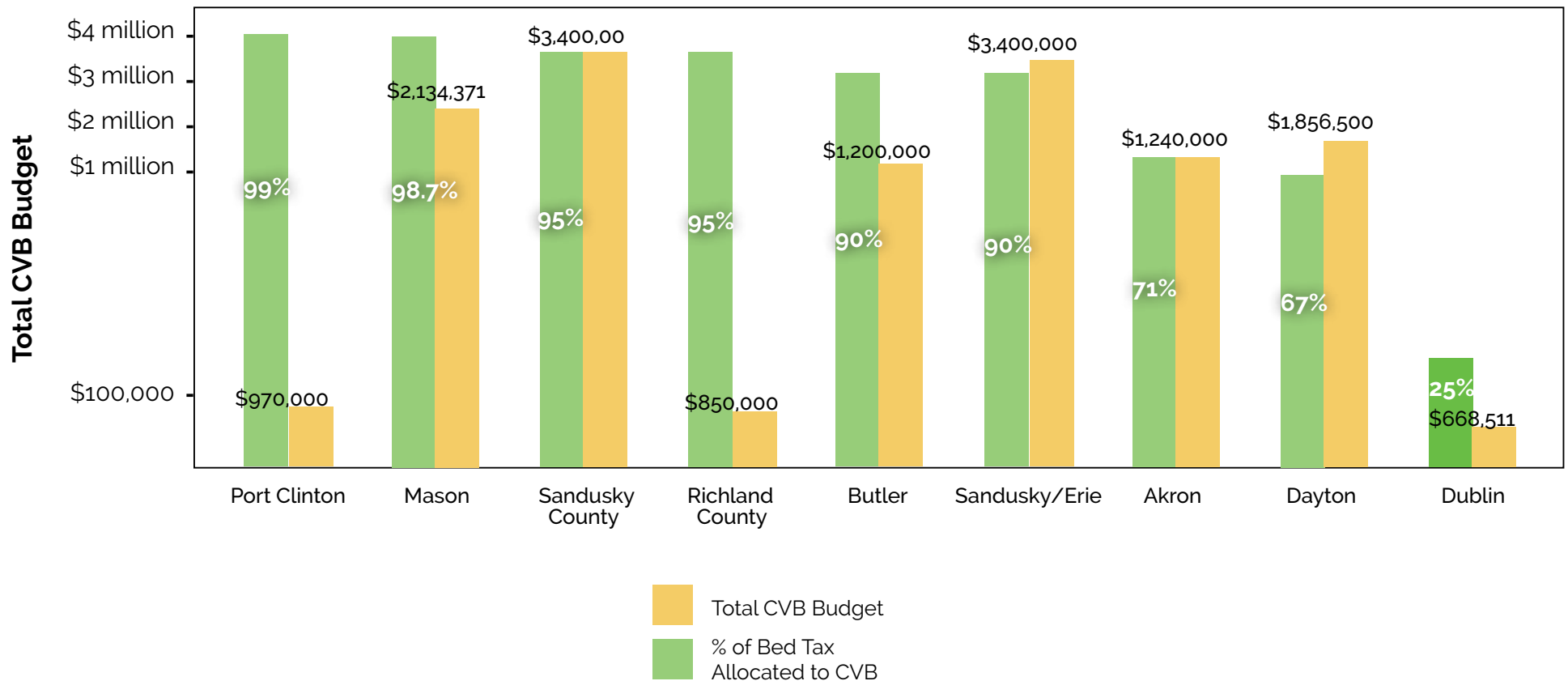
# Bed Tax Allocation for Comparative CVBs



- 88% – Average bed tax allocation to **Dublin's Competitive CVBs in Ohio**
- 82% – Average bed tax allocation to **all Ohio CVBs**
- 25% – Current bed tax allocated to **Dublin CVB**

# Bed Tax Allocation for Comparative CVBs

## Ohio Competitive Set

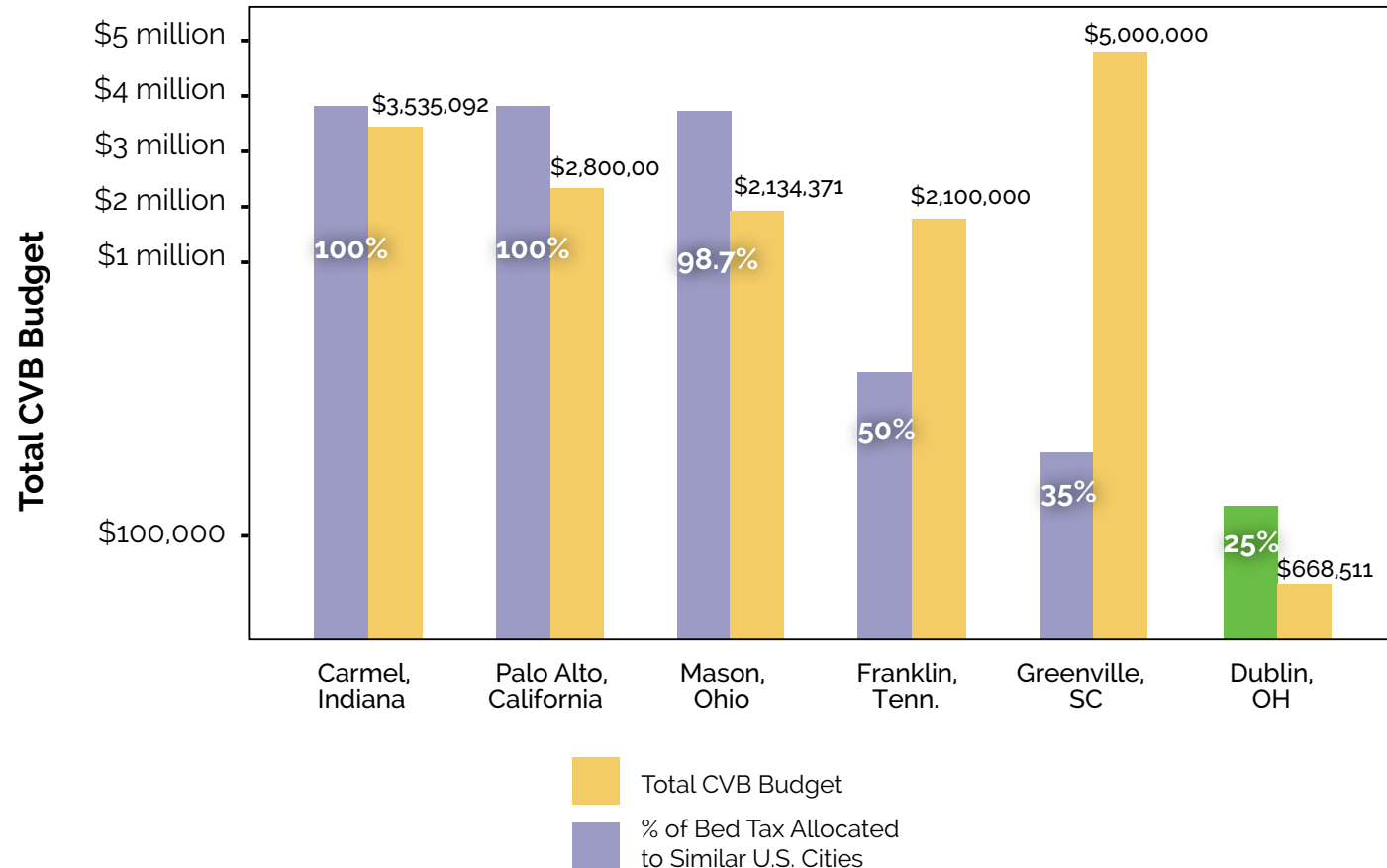


Source: Ohio Association of Convention & Visitors Bureau, DCVB Research



# Bed Tax Allocation for Comparative CVBs

## Similar U.S. Cities



Source: City of Dublin, Destination Marketing Association International, DCVB Research

# Dublin Tourism – An Economic Giant



# Dublin Tourism – An Economic Giant

## Dublin Hotels as a Corporation

- \$50 million for hotel rooms only last year
- \$75 million for banquet and food & beverage
- 1,500+ Employees

Impact of Visitors to Dublin.... Economic Impact trickle-down impact

Raising the exposure and profile of the City



## Visitors = Jobs!

# Dublin Tourism – An Economic Giant

Top Gun Football (3,500 attendees for one-week = 4,198 room nights)

- **\$29,500 in bed tax revenue, but much more...**
  - Food, beverages and catering
  - Transportation
  - Entertainment
  - Shopping
  - Shipping
  - Audio/visual and computer support

**\$3.9 Million = Total Dublin Economic Impact**



# Investing in Dublin's Future

## The Situation

The Dublin CVB currently receives 25 percent of Dublin's six percent bed tax

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As stated by the Ohio Revised Code, the minimum amount allocated to a local convention and visitors bureau is 25 percent

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Increased Dublin product to sell

- Bridge Park, Bridge Street District, Convention Center
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Maintain and expand marketing of current Dublin tourism product

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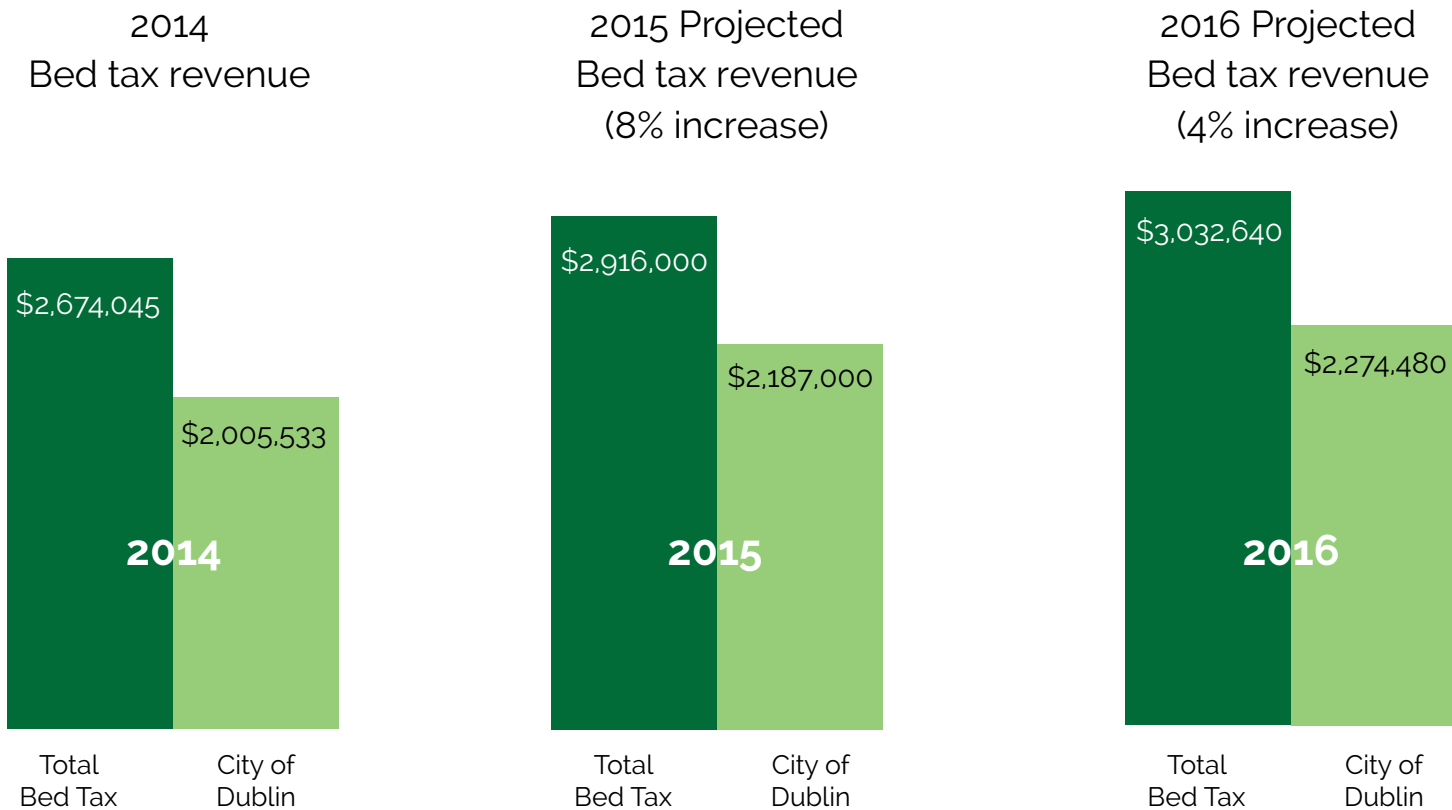
Infrastructure Investments

- 270/33 Interchange, Wayfinding, Roundabout



# Investing in Dublin's Future

## The Situation



# Investing in Dublin's Future

## The Threat

- Competition continues to increase with Cities allocating increased marketing dollars to attract visitors and building new facilities to accommodate them
- Lack of sufficient marketing support and resources to successfully launch Bridge Park, Bridge Street District, Convention and Event Center and other new product
- Believing the old adage of "if you build it, they will come"
- Reduced marketing and sales efforts for the *entire* City of Dublin beyond the new product

# Investing in Dublin's Future

## The Opportunity

- Destination Marketing provides a 13:1 return on investment
- A further investment in marketing will *increase* future bed tax dollars
- Use of bed tax dollars in a strategic, focused and transparent manner with key measurement
- Secure marketing resources that will build upon the 2.6 million visitors and the tens of millions of dollars spent annually in Dublin
- Provide sales and marketing support for Convention and Event Center
- Near the level of destination marketing resources provided by Dublin's competitive set
- No use of local or resident taxes – reinvesting bed tax revenue only

# Investing in Dublin's Future

## DCVB Board of Directors and Dublin Tourism Industry Proposal:

A 10 percent increase annually in Bed Tax Revenue Allocation totaling 35% that will be invested in *sales and marketing* only

Bed tax revenue = \$291,600 (based on 2015 bed tax projections)

**13:1 ROI**

**\$291,600 = \$3,790,800**

# Investing in Dublin's Future

## The ROI

Organizational Measurements	2014 Results	Expected Results with Increased Funding
Generate qualified leads.	144 Leads	200
Generate room nights.	22,750 Room Nights	30,000
Increase unique website visits to <a href="http://www.IrishisanAttitude.com">www.IrishisanAttitude.com</a> .	27 percent (95,280)	45 percent
Increase social media engagement (Facebook, Twitter, E-Travel Club, Pinterest, Instagram, Blog).	51 percent Facebook = 9,763 (110%) Twitter = 5,050 (10%) Youtube = 13,427 (26%) Instagram = 444 (96%) Etravel Club= 8,600 (16%) Pinterest = 738 (51 %)	65 percent
Generate impressions through earned media.	3,020,167	5,000,000



# Investing in Dublin's Future

## The ROI – Specific Purpose Examples

- Extend our Marketing Reach beyond the State of Ohio to further penetrate our key feeder markets
  - Pittsburgh, Detroit, Indianapolis, Lexington, Charleston/Huntington Markets
  - \$50,000 - \$75,000 annually to effectively penetrate each market
  - Generates new leads, visitors, awareness and \$\$\$
- Provide dedicated marketing dollars for Bridge Park and the Bridge Street District
  - "Launch" Campaign (Digital, print, broadcast media) = \$40,000 - \$50,000
  - Sell convention space to regional/national meeting planners at Sales Shows, FAM Trips, etc. = \$35,000 - \$45,000
- Expand marketing to promote niche, emerging markets such as outdoors – highlighting the Scioto River
  - Research, Marketing/Sales Support Materials = \$15,000 - \$25,000
  - Digital Campaign = \$30,000 - \$50,000